

educational and informational needs of children at the time they are aired, in program guides and in children's television reports; (2) a new definition of programming satisfying the requirements of the Children's Television Act of 1990; (3) the implementation of compliance monitoring mechanisms, such as a "safe harbor" processing guideline for children's programming review at renewal time, or a formal programming standard; and (4) the implementation of a program sponsoring alternative permitting broadcasters to satisfy a substantial portion of their children's programming obligation by means of sponsoring programming on other stations in the same market.

The FCC proposes to define "core" children's programming as those that meet the following requirements: (1) the program is specifically designed to meet the educational and informational needs of children ages 16 and under (i.e., has education as a significant purpose); (2) educational objective of the program and the target child audience are specified in writing in the children's programming report; (3) aired between the hours of 6:00 am and 11:00 pm; (4) regularly scheduled; (5) of a substantial length (e.g., 15 or 30 minutes); and (6) is identified as educational children's programming at the time programming is aired, and instructions for listing it as educational programming are provided by the licensee to program guides.

Under this proposal, the FCC would also establish a "safe harbor" quantitative processing guideline that would specify the amount of programming that would satisfy the Children's Television Act's programming obligation. In addition, a "programming standard" option which is more formal and rigid than the safe harbor proposal, could be adopted which would "establish a standard requiring that every station be responsible for the airing of a minimum amount of core programming in its market."

The FCC has also indicated that if it adopts either a safe harbor processing guideline or a programming standard, it will consider adopting "program sponsorship" rules "that would give licensees the option of either airing the entire prescribed amount of children's programming, or airing a portion of the prescribed amount themselves and taking responsibility for the remainder by providing financial or other 'in-kind' support for programming aired on other stations in their market. The FCC seeks comments on how it should adopt this program by September 1995.

U.S. COURT OF APPEALS BROADCAST INDECENCY RULING

On June 30, 1995, the U. S. Court of Appeals upheld the FCC regulations and federal law prohibiting broadcast of indecent material during daytime and prime time hours. The Court's action designated 10:00 pm to 6:00 am as a "safe harbor" time during which broadcasters may air indecent materials.

THE ONE PERCENT FOR CULTURE ACT OF 1995

Representative Pat Williams has introduced "The 1% for Culture Act of 1995," legislation that will extend for five years the National Endowment for the Arts, The National Endowment for the Humanities, and The Institute for Museum Services, and provides a more secure funding stream for these agencies and the Corporation for Public Broadcasting.

This bill would also create an endowment, The American Cultural Trust, equal to 1% of the federal budget. The Act would not change the underlying authorization structure of the existing agencies. The agencies would still be subject to periodic review and reauthorization. However, under the Act, once the Trust achieved an income level that was sufficient to fund these agencies at the combined funding level of \$700 million, the Trust would be the represent the sole funding source for the agencies.

THE SENATE TELECOMMUNICATIONS AND DEREGULATION ACT OF 1995

On June 14, 1995, the Senate passed The Telecommunications and Deregulation Act of 1995 (S.652). The following provisions are included in this Act:

Section 310, sponsored by Senators Snowe, Rockefeller, Exon, and Kerrey. This provision provides universal telecommunications services to schools and libraries at a discounted rate based on the market price of that service.

Section 402, "The Communications Decency Act," sponsored by Senators Exon and Coats, includes provisions that make it illegal to send or make available obscene materials via phone or computer network such as the Internet, or to make indecent materials available to minors via those networks.

S8225-S8251, this amendment sponsored by Senator Conrad would provide parents with the technology to block television programming, and also provides for a rating system to help parents determine which programming should be blocked.

104TH CONGRESS: LEGISLATION RELATED TO TV VIOLENCE

The following legislation has been introduced in the 104th Congress to date:

S. 470 cited as "The Children's Protection from Violent Programming Act of 1995." Introduced by Senator Hollings, the Act would prohibit violent television programming from being shown during the hours of the day when children are likely to comprise a substantial portion of the viewing audience. The bill would focus on developing the least restrictive manner of controlling televised violence by directing the FCC to adopt rules to require

the networks and cable industry to channel violent programming into times of the day when children are not likely to comprise a substantial part of the audience; direct the FCC to determine the definition of violent programming and the hours when it is permitted; and to allow broadcasters to lose their licenses for repeated failures to comply with FCC violent programming and the hours when it is permitted.

S. 772, cited as the "Television Report Card Act of 1995." This bill introduced by Senators Dorgan, Hutchinson, Exon and Inouye would provide for the development of a quarterly "report card" on violent television programming. Grants would be made available to one or more not-for-profit entities to assess violence in television programming. In carrying out the assessment, the entity would review current television programming (including broadcast, television, independent stations, and cable television), prepare an assessment of the violence depicted in each program, categorize the nature and extent of the violence, and make the assessment available to the public.

TELEVISION DECODER CIRCUITRY ACT OF 1990, PL 101-431

The Television Decoder Circuitry Act of 1990, PL. 101-431, went into effect July 1, 1993, and requires all TV sets 13 inches or larger made or marketed in the US to be equipped with built-in technology that displays closed-captioned television transmissions. As currently designed, the computer chips that make captioning possible also enable viewers to switch the feature on or off at will. TV companies already marketing sets with this feature include Zenith, Sony, Sharp, Samsung, RCA, Thompson, Toshiba, Phillips, Panasonic, and Mitsubishi. While captioning is known as an aid for deaf and hard of hearing viewers, it also benefits many other viewers, according to Jenifer Simpson, policy associate at United Cerebral Palsy Association, Inc. Among them: individuals learning English as a second language, and people trying to build literacy skills, including those with cognitive and learning disabilities. Both "Assignment Discovery" on The Discovery Channel and "TLC Elementary School" on The Learning Channel are closed captioned.

SECTION VI - NEW TECHNOLOGY

ABC NEWS INTERACTIVE DISC

ABC News and Optical Data Corporation have joined forces to produce a series of videodiscs for the educational community. Utilizing HyperCard computer software, students are provided with a visual record of the events that have shaped our society. The videodiscs concentrate on health and historical issues.

For additional information, contact Optical Data Corporation, 30 Technology Drive, Box 4919, Warren, NJ 07059, (800) 524-2481, or (908) 668-0022.

AMERICAN COUNCIL FOR THE ARTS ON-LINE SERVICE

The first elements of the American Council for the Arts (ACA) Arts USA on-line service is up and running. ACA's Web site opens with its "Home Page." The page will be a gateway to all of the arts information stored at the ACA site. Users will be able to tour the site, search for critical arts information, shop in the ACA Catalogue, send e-mail messages to lawmakers and more free of charge. Special sections will be set aside for ACA "Members Only" access. The address is; <http://www.artusa.org>.

THE AMERICAN MEMORY

The American Memory is a computer program connected to the Library of Congress allowing people to retrieve multi-media information from any of the online collections through a computer. Historic films, for example, can be called up and viewed on the attached television monitor. The materials can be copied onto floppy disks, printed on laser printers, or assembled for presentations. For more information, contact Tom Pilla, (202) 835-8864 or Jennifer Erena, (202) 835-8823.

ANIMAL TRACKS

The National Wildlife Federation is establishing an educational on-line electronic bulletin board for educators and youth which will be called Animal Tracks. The Animal Tracks bulletin board will be an umbrella for other NWF programs and materials geared to these groups. NWF will broadly promote the Animal Tracks on-line service in its programs, publications, and materials. For more information call 202-467-4880 or write to Animal Tracks at 1920 L Street, NW, Suite 650, Washington, DC 20036.

ART ON SCREEN ON CD-ROM

This CD-ROM provides convenient access to the Program for Art on Film's database. Covering more than 22,000 films and videos about the visual arts, the database provides detailed information on productions from more than 70 countries. Contact Simon & Schuster at 1-800-223-2336.

THE AUDIO DESCRIPTION HOME PAGE AND GOPHER

The Audio Description Home Page and Gopher provides accessibility to visual images from the theater, media, and museum exhibitions for individuals who are blind or have low vision. Audio Description offers commentary and narration that guides the listener through the presentation with concise, objective descriptions of scenes, settings, costumes, body language and "sight gags," all slipped in between portions of dialogue or songs.

Home Page: <http://www.tnn.com/Artswire/www/ad/home.html>

Gopher: gopher.tmn.com. Select Arts Wire, then "every Gopher on Arts Wire"

For more information contact Joel Synder, National Endowment for the Arts, voice: 202-682-5591; or e-mail: jsynder@tmn.com

CAPTAIN PLANET-NET

Available on America On-Line, (keyword CNN) the Captain Planet-Net is a service developed by the creators of the environmental superhero, Captain Planet. Captain Planet-Net is the first on-line program targeting kids, parents and teachers, dedicated to providing the knowledge and resources about the environment. Captain Planet-Net provides a wide variety of fun and educational environmental services including on-line environmental conferences, message boards, and the down-loadable on-line environmental projects with ideas for activities in your own communities. New projects will be uploaded on a regular basis.

CHILD SAFETY ON THE INFORMATION SUPER-HIGHWAY

The National Center for Missing and Exploited Children and the Interactive Services Association recently published a brochure for parents on the benefits and risks of the Information Superhighway. The document includes guidelines for parents on how they can reduce the risks of their children accessing inappropriate areas on the Internet and online services. The guide is available free (quantities over 50 are charged at \$.10 cents per copy) from the National Center for Missing and Exploited Children call 1-800-THE-LOST.

CLUB KIDSOFT

Club Kidsoft produces numerous educational games and programs for children on CD-ROM. To receive a catalog or for information about the *Club Kidsoft Magazine* call 800-354-6150.

CTW DEVELOPS INTERACTIVE CD'S

Children's Television Workshop is developing a new breed of interactive programs based on some of their popular public television children's programs. The program will use a new technology known as compact disc-interactive or CD-I and will be targeted for families with young children. Viewers will need a television set and CD-I player, which looks like a videocassette recorder, but includes an internal microphone. Viewers will be able to control the action of the program by moving the cursor across the video screen. American Interactive Media is assisting CTW in the development of this project.

For additional information, contact CTW, One Lincoln Plaza, New York, NY 10023, (212) 595-3456.

DR. HEALTH'NSTEIN

Body Fun is a high-tech health obstacle course that's loaded with activities, puzzles and adventures, designed to enlighten and educate kids about good health, nutrition and fitness. Visit the health lab and participate in real-live science experiments, use the anatomy machine to explore how organs are affected by diet, fitness, drug use or cigarette smoking, original video games and more. To order write to StarPress Multimedia, 303 Sacramento St. 2nd Floor, San Francisco, CA 94111 or call 800-782-944.

DIRECTOR'S LAB

"Director's Lab" is a CD-ROM from Nickelodeon and Viacom. It takes the complex task of creating computer multimedia presentations using video, animation, and sound effects and reveals it in all its simplicity. Director's Lab uses a Nickelodeon video/cartoon style to teach users of all ages to create personalize movies. For ages 5 to adult.

GLOBAL QUEST: THE INTERNET IN THE CLASSROOM

In order to acquaint students with the exciting work of NASA and its contractors, the space agency is promoting classroom use of computer networks that carry NASA information. "Global Quest: The Internet in the Classroom" is NASA's new, motivational 12-minute videotape describing the benefits of using the Internet network of networks in schools. Interviews on tape feature students and teachers who have experienced the power of being online. Educators can bring a blank videotape to NASA Teacher Resource Centers and make a free copy of Global Quest; tape the video from frequent broadcasts on cable television's NASA Select TV, or purchase a copy for \$18.50 from NASA's Central Operation of Resources for Educators, Lorain County Joint Vocational School, 15181 Route 58 South, Oberlin, OH 44074, (216)774-1051, ext. 293.

HANDSNET

HandsNet is a national network of computer-based resources created especially for nonprofit organizations. Currently more than 300 groups are part of the electronic forum, which is managed by Join Together, a Boston-based national program funded by the foundation to help communities fight substance abuse. This forum includes listings of government grant opportunities, breaking news, public policy updates and profiles of successful community fundraising events.

For more information call HandsNet at 408-257-4500 or write to 20195 Stevens Creek Blvd., Suite 120, Cupertino, CA 95014.

INTERACTIVE VERSION OF NOVA SERIES AVAILABLE ON COMPUTER DISCS

Scholastic Software, WGBH/Boston and Apple Computer, Inc.,

have announced a joint agreement to publish a series of interactive multimedia programs for science education based on the weekly public television series, "NOVA." The discs, "Interactive NOVA," enable teachers and students in grades 5 through 12 to link e

extensive video and slide libraries from "NOVA" television documentaries with a database software program by using a Macintosh computer and videodisc player.

For additional information about the videodisc series, contact Scholastic, (212) 505-3000.

MATHBROWSER

Mathbrowser is the first World Wide Web math software tool that lets students, engineers, scientists and mathematicians interact with "live" documents for global problem solving. Available free-of-charge from MathSoft's Home Page or by ftp from <ftp.mathsoft.com>

PBS WORLD WIDE WEB

PBS has launched a World Wide Web Home Page. The site features an audio greeting by Mr. Rogers and links to classroom resources, a searchable program schedule and listings for C-Band satellite viewers. The PBS Homepage address is <http://www.pbs.org>.

RESOURCES AND SERVICES FOR TECHNOLOGY USING EDUCATORS

The International Society for Technology in Education (ISTE) serves as a clearinghouse of information on the use of technology in education. ISTE publishes "Resources and Services for Technology-Using Educators," a catalogue of information -- people, periodicals, books and courseware related to technology and education. Call 1-800-336-5191 for more information.

SCIENCE FRIDAY'S KIDS CONNECTION

Starting in September 1995, NPR and KIDSNET will initiate an 18-month multimedia demonstration project. SCIENCE FRIDAY KIDS CONNECTION will take Ira Flatow's radio talk show to the classroom via the Internet. Featuring a specially designed Home Page, KIDS CONNECTION will bring science to students in an interactive format. The Home Page will invite students to learn through sounds, graphics, photographs, and hands-on activities that build on the show's weekly focus covering subjects from medicine to astronomy to computers to writing about nature.

SEEING-EYE TECHNOLOGY FOR THE NET

A scanning laser ophthalmoscope, or SLO, can be used by the visually impaired to read words on a computer screen. The SLO is a miniature projection-TV system that is used as a research tool for

probing the inside of eyes. People with very poor eyesight may one day be able to use goggle-sized SLOs with lenses made from semiconductor lasers to access words and images on their own computers.

TECHNOLOGY FOR ALL AMERICANS

The International Technology Association (ITEA) has received funding from the National Science Foundation to create national standards for the field of technology education (grades K-12). The ITEA three-year Standards Project, "Technology for All Americans" will develop technological literacy and capability in all students. For more information about ITEA, including membership information, contact ITEA, 1914 Association Dr., Reston, VA 22091. Phone (703)860-2100, Fax (703) 860-0353.

TECHNOLOGY RESOURCE CONSORTIUM

TRC offers education, training materials and information, technical support, and hardware and software to test out. Contact desktop Assistance, 32 Fuller Avenue, Suite C-2, Helena, MT 59601 or call 406-442-3696.

TURNER ADVENTURE LEARNING

Turner Adventure Learning takes students via satellite and cable to the source of the information to experience a place or an event first-hand. Students interact via telephones and computers with experts and historians on site and even with each other. Some of the "electronic field trips" planned include the Indiana University School of Music, in Bloomington, Indiana, a "Flamingo Watch" in the Rift Valley of Kenya, Africa and a comprehensive guided tour behind the scenes at CNN in Atlanta, GA.

To be licensed to receive a Turner Adventure Learning program, a school must enroll through Turner Educational Services, Inc. To enroll call 800-344-6219.

TV ONTARIO ENTERS THE VIDEODISC MARKET

Five of TV Ontario's senior math and science programs have been reformatted on videodisc form. A teacher's guide is included with each videodisc.

For additional information, contact TV Ontario Videodiscs, 1140 Kildaire Farm Road, Suite 308, Cary, NC 27511, (800) 331-9566.

U.S. DEPARTMENT OF EDUCATION INTERNET SERVICES

The U.S. Department of Education (ED)/Office of Educational Research and Improvement (OERI) services can be accessed via World Wide Web, Gopher, FTP and E-Mail addresses. The service includes information on Challenge Grants; Advanced

Telecommunications in U.S. Public Schools, K-12; and the Secretary's Conference on Educational Technology. The ED/OERI Gopher Server and Web site is continuously updated with new press releases, grant announcements, publication summaries and statistical datasets. New materials on GOALS 2000, school-to-work, parental involvement and the ESEA is also added frequently.

U.S. Department of Education Internet Servers:

WWW: <http://www.ed.gov>

Gopher: <gopher.ed.gov>

E-mail: inetmgr@inet.ed.gov

FTP: <ftp.ed.gov> (logon anonymous)

THE WAY THINGS WORK

"The Way Things Work" is a CD-ROM written by David Macaulay which explains the principles that allow airplanes to fly, axes to split wood, and instruments to make music. The disk presents users with a title page of options that allows them to explore such areas as "Principles of Science," "Inventors," or "Machine A to Z."

WEBSTER'S INTERACTIVE ENCYCLOPEDIA

This CD-ROM from Attica Cybernetics, links Webster's 34,000 articles on a range of subjects with over 20,000 cross-references. Users can Search by word or subject, Browse through information, access the index, test their knowledge with the Quiz, or navigate their way around the globe with the World Atlas. The Encyclopedia cover world history from 4 million B.C.E. to the present day. For more information call 1-800-721-2475.

WHERE ON THE GLOBE IS ROGER?

Teachers and students with access to the Internet are invited to join Roger Williams, global adventurer, as he leaves Australia and travels to Japan, China and Russia. Roger drives around the world in a 1982 Dodge pick up truck, and, via the Internet, takes students along on his trip. Internet users can plot his travels on the global map, read dispatches from the places he visits, ask him questions and make friends with students in the locations he visits. The project is offered by Global SchoolNet Foundation and runs from March 1, 1995 through June 30, 1996. Elementary and junior high school classes are invited to register by e-mailing the following information to roger@bonita.cerf.fred.org.

SECTION VII - OFF-AIR TAPING RIGHTS & COPYRIGHT LICENSING

A COPYRIGHT HOT LINE: (800) 444-4203

The Association for Information Media & Equipment (AIME), a national association of film/video producers who provide non-theatrical programs for schools and libraries, has a toll-free hot line available to educators and public librarians who have questions regarding the Fair Use Guidelines and any other legalities concerning copyright information.

For additional information, contact AIME, P.O. Box 865, Elkader, IA 52043.

ALL ABOUT COPYRIGHT FOR EDUCATORS

Discovery Networks and KIDSNET have teamed up to create a new brochure on a subject of great interest to educators — taping rights. The piece, which came about after hearing lots of taping questions from teachers at conferences, made its debut at the National School Board Association's annual technology meeting. The district technology coordinators and media specialists who are responsible for taping television programs for school use found the guide particularly interesting.

To receive a copy of this publication, please contact: Discovery Communications, Inc., 7700 Wisconsin Avenue, Bethesda, Maryland 20814-3579.

10-SCHOOL DAY, 2-USE RIGHTS

According to the legislatively endorsed Educational Fair Use Guidelines: any commercial or public television broadcast program may, at the initiative of the classroom teacher or librarian, be off-air recorded and held no more than 45 days, for up to two (2) uses within the first 10 school days from the time of recording. The program may be retained for preview until the end of the 45 day possession period, after which the recording is to be erased in lieu of a licensed arrangement made with an authorized distributor to retain the recording. These guidelines apply to programs recorded in-school or at home, but must be used in schools or libraries. In addition to these general off-air taping guidelines, there are separate guidelines provided for most public programs.

7-DAY SCHOOL RECORD RIGHTS FOR PBS PROGRAMS

According to the PBS publication, "Copyright: Staying within the Law: A Resource Guide for Educators," (see below) some PBS programming is available for educators to tape off-air utilizing the 7-Day School Record Rights. "These programs may be recorded without prior request from a teacher and may be recorded and exhibited each time a program is broadcast. Only a single copy of the program can be recorded by an educational institution and that copy cannot be duplicated. The program can be retained for a total of 7 consecutive days following its broadcast, each time it is broadcast, but must be erased at the end of the 7-day period. Teachers may exhibit the program as often as needed during the 7-day period. Programs may be transmitted on closed circuit systems, closed cable systems, or ITFS systems within the 7-day exhibition

period. However, open cable origination of the program can only be initiated by the public television station."

COPYRIGHT: STAYING WITHIN THE LAW: A RESOURCE GUIDE FOR EDUCATORS

Compiled for PBS by KIDSNET, this guide interprets the 1976 Copyrights Act as it pertains to the use of videotapes in educational settings. Classroom teachers, school personnel, librarians, and instructional television personnel at public television stations and related agencies will be interested in this discussion of rights and responsibilities when using copyright materials.

This guide is made available from PBS K-12 Learning Services, 1320 Braddock Place, Alexandria, VA 22314, (703) 739-5402. Cost is \$7.50; checks must be included in orders.

USING COPYRIGHTED VIDEOCASSETTES IN CLASSROOMS, LIBRARIES AND TRAINING CENTERS

This resource explains the legalities of using copyrighted videocassettes in classrooms or in library viewing rooms, carrels, or auditoriums. The book clarifies proprietors' rights, home-use rights, educator's rights, as well as the rights of hospitals, churches, and industrial training specialists.

Written by Jerome Miller, the 114-page book is available from Copyright Information Services, The Association for Educational Communications and Technology (AECT), 1025 Vermont Avenue, NW, Suite 820, Washington, DC 20005, (202) 347-7834.

VIDEO COPYRIGHT PERMISSION: A GUIDE TO RETAINING, PERFORMING, AND TRANSMITTING TELEVISION PROGRAMS VIDEOTAPED OFF THE AIR

This resource explains the legal and policy issues involved in classroom use of videotaped television programs. Step-by-step directions for obtaining permissions and a chapter outlining a computer program for tracking permissions are included which may be particularly helpful to educators and media specialists.

Written by Jerome Miller and 12 others, the 132-page, cloth-bound book is available from Copyright Information Services, The Association for Educational Communications and Technology (AECT), 1025 Vermont Avenue, NW, Suite 820, Washington, DC 20005, (202)347-7834.

COPYRIGHT HANDBOOK FOR MEDIA PRODUCERS

Copyright Information Services released a book entitled Copyright Handbook for Media Producers, by Esther Sinofsky. The book is for media producers who do not have an in-house attorney.

To order a copy of this book, write Copyright Information Services, The Association for Educational Communications and Technology (AECT), 1025 Vermont Avenue, NW, Suite 820, Washington, DC 20005, (202)347-7834.

VIDEO/COPYRIGHT SEMINAR 1990 EDITION

In a live recording of Dr. Jerome Miller's AECT copyright workshop, Dr. Miller addresses three major issues: videotaping at home and showing the programs in classrooms; videotaping from the satellite and showing the programs in classrooms; and adding recorded music to locally produced programs.

Print materials are available with purchase of videocassette. To order write AECT, Copyright Information Services, 1025 Vermont Avenue, NW, Suite 820, Washington, DC 20005, (202) 347-7834. Specify the name of order.

COPYRIGHT: WHAT EVERY SCHOOL, COLLEGE, AND PUBLIC LIBRARY SHOULD KNOW

This 20-minute videotape outlines the following five points: (1) What is Copyright?, (2) Fair Use, (3) Face to Face Teaching Exemption, (4) Off-Air Videotaping Guidelines, and (5) Situations and Questions. The video may be ordered on 1/2" VHS at a cost of \$15 or on 3/4" broadcast quality for \$25, plus \$2 to defray the cost of shipping and handling. The program is also available on 16 mm for \$65.

Send orders with a check or money order to Association for Information Media and Equipment (AIME), 108 Wilmot Road, Deerfield, IL 60015.

HOW TO ACQUIRE LEGAL COPIES OF VIDEO PROGRAMS

This 33-page booklet is designed to help educators develop policies and procedures for off-air videotaping from television, along with sources of other programming.

To obtain a copy of this booklet, write Video Resources Enterprise, P.O. Box 191218, San Diego, CA 92119.

COPYRIGHTED VIDEOCASSETTES IN CLASSROOMS, LIBRARIES, AND TRAINING CENTERS

The Licensing Center produced this resource guide to assist educators through the laws and precedents governing public performance of prerecorded cassettes.

To obtain a copy send \$19.95 plus \$1.50 for shipping to: AECT, Copyright Information Services, 1025 Vermont Avenue, NW, Suite 820, Washington, DC 20005, (202) 347-7834. Specify name of order.

SECTION VIII - OUTREACH

ABC: CHILDREN FIRST

"Children First" is a campaign sponsored by the Coalition for America's Children and Capital Cities/ABC aimed at raising awareness of the crisis facing America's children. Throughout 1995, Children First programming will include coverage and storylines on children's issues, Celebrity PSAs urging viewer action, and "Children First Tips," a series of 30 second dramatized illustrations of concrete actions viewers can take to help children. On the local level, participating ABC affiliate stations from across the country will produce local PSAs, public affairs programming and sponsor events in their communities dedicated to helping children, including health and safety fairs, free immunization clinics, "Stop the Violence" marches and parenting workshops. Check local listings for programming in your area.

AD COUNCIL ANTIDISCRIMINATION KIDS-DIRECTED CAMPAIGN

Target audience for this print campaign is boys and girls ages 5-8 of all ethnic, racial, and religious backgrounds. Its objective is to encourage positive attitudes about diversity. For more information on the campaign contact Karen McGill Arrington, Deputy Director, Leadership Conference, 1629 K St., NW, Suite 20006, phone: (202) 466-3434.

AD COUNCIL: EDUCATION REFORM CAMPAIGN

The objective of this print campaign is to humanize the problem of America's failure to adequately develop its children and to motivate citizens to action. For more information contact Education Excellence Partnerships, 1615 L Street, NW, Suite 1100, Washington, DC 20036, (202) 872-1260.

AFTER-SCHOOL ADVENTURE KITS

Children's Television Workshop has designed these kits, based on CTW's "3-2-1 Contact" and "Square One TV" series, for six to 12-year-old children attending after-school programs. The kits include 10-15 minute VHS videotapes featuring a math or science theme, games and activities that give children hands-on experience with the themes introduced in the videos, and printed guides and a short video to instruct and motivate group leaders. The "3-2-1 Contact" Action Kit is currently available from CTW's Community Education Services division for \$65 plus shipping charges.

For ordering information, contact Children's Television Workshop, Dept. SACC, One Lincoln Plaza, New York, NY 10023, (212)595-3456.

ARTSMART

The third annual ARTSMART Campaign launched on March

20th will run until May 28th. Artsmart features video, print and radio public service announcements which direct parents, teachers and principals to a toll-free hotline where they can receive information on how to build, fund or promote an arts education program. The callers can access a database of arts education providers. The hotline number is 1-800-808-ARTS.

FIRST BOOKS PARTNERS

First Books has joined with the Corporation for Public Broadcasting and the Association of Junior Leagues International to provide books to disadvantaged children who take part in reading programs associated with public television's new educational programming initiative called "Ready to Learn." The goal of the partnership is to help ensure that every child is able to start school ready to learn by the year 2000. First Book's contribution will provide a tangible reward for children and families who participate in the training and outreach provided by local public television stations and Junior Leagues. The partnership is supported by the Library of Congress Center for the Book.

THE GOALS 2000 ARTS EDUCATION PARTNERSHIP

The National Endowment for the Arts (NEA) in partnership with the U.S. Department of Education have formed The Goals 2000 Arts Education Partnership. Their goal is to develop an action plan to maximize the role of the arts in improving education and helping schools and students achieve the National Education Goals. For more information contact The Goals 2000 Arts Education Partnership, NEA, 1100 Pennsylvania Ave., NW, Room 515, Washington, DC 20506.

GUIDEBOOK TO EXCELLENCE

The Eisenhower National Clearinghouse (ENC) for Mathematics and Science Education has made it easier for elementary and secondary educators to locate federal resources they can use as they strive to make American students first in the world in mathematics and science achievement. The Clearinghouse, funded by the US Dept. of Education's Office of Educational Research and Improvement, compiled information from the 16 federal agencies that support mathematics and science education. The information is presented in ten regional Guidebooks to Excellence that are now available from the Eisenhower Regional Consortium that is part of Regional Educational Laboratory in each area of the country. In addition, the national Guidebook to Excellence: A Directory of Federal Resources for Math and Science Education contains information for the whole country. To obtain a free print copy, while supplies last of the Guidebook to excellence for your region, contact your regional consortium or the Eisenhower National Clearinghouse for Math and Science Education, The Ohio State University., 1929 Kenny Road, Columbus, Ohio 43210-1079, (614)292-7784. Copies of the national Guidebook to Excellence: A

Directory of Federal Resources for Math and Science Education contact New Orders, Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15250-7954.

GUIDELINES FOR PARENTS: TELEVISION AND THE FAMILY

The American Academy of Pediatrics has published a guide which helps parents determine proper television viewing guidelines for their children. A minimum order of 100 of the guides can be ordered for \$21 (members) and \$26 (nonmembers) from: American Academy of Pediatrics, Division of Publications, 141 Northwest Point Blvd., PO Box 927, Elk Grove Village, IL 60009.

LEAD POISONING PREVENTION CAMPAIGN

The Children's Television Workshop and Prudential have joined together to address the critical need for education on the dangers of childhood lead poisoning. The Lead Poisoning Awareness and Prevention Project will target children ages 3 to 6, as well as the families and child care providers. Special efforts will be made to reach inner city children. "Sesame Street" characters will be used to provide children, parents and caregivers with current information on the importance of regular testing for blood lead levels.

NBC'S "THE MORE YOU READ, THE MORE YOU KNOW" CAMPAIGN

In 1989, NBC launched a comprehensive community-action campaign, called "The More you Know," to increase public awareness of the issues, problems and opportunities that face America's teachers and educational systems. Over 200 public service announcements featuring NBC talent have been produced, addressing such issues as substance abuse, violence prevention, sexually transmitted diseases, parental involvement, peer pressure and teacher appreciation. These PSA's run in fixed positions in primetime and during the network's Saturday morning programming. Many communities, in conjunction with an NBC affiliate station, have implemented "The More You Know" activities such as homework hotlines, job fairs, substance abuse treatment centers, student assistant projects and education programs which, along with the on-air element, provide a comprehensive public service effort.

For additional information about this ongoing project, contact Pat Schultz at (818)840-3637 or Marcy Dolan at (212)664-5857, NBC Community Relations, 30 Rockefeller Plaza, New York, NY 10112, (212)664-4444.

NATIONAL BLACK PROGRAMMING CONSORTIUM/EDUCATOR QUESTIONNAIRE

The National Black Programming Consortium, funded by the Corporation for Public Broadcasting, is currently conducting a teacher survey seeking suggestions on topics, problems or issues

confronting young people today. Suggestions should be matched to one or more of the following grade levels: K-4, 5-8, 9-12 and collegiate/young adult. Respondents should send their name, address, number of years teaching and grade level by May 31, 1995 to NBPC, 929 Harrison Ave., Suite 101, Columbus, OH 43215-1346.

NATIONAL CAMPAIGN TO REDUCE YOUTH VIOLENCE

The National Campaign to Reduce Youth Violence, funded by the Corporation for Public Broadcasting, is a nationwide, multi-year media and community development effort focused on providing the American people with outreach tools and techniques and model programs proven effective by others in reducing youth violence. A broad media coalition of public television, commercial and cable television, radio and print as well as a coalition of community organizations, education institutions, religious organizations, private industry and government are working together to support the coordination of youth violence initiatives in communities nationwide. The elements of this campaign include television programming, PSAs, town meetings, curriculum development, of online resource databases, distribution of print, video and audio resource materials to schools, community organizations, and development of resources tool kit.

For more information write to National Campaign to Reduce Youth Violence, CPB, 901 E Street, NW, 3rd Floor, Washington, DC 20004 or call 202-879-9839.

NEW PARENT EDUCATION PROJECT: MATH FOR ALL

Pacific Mountain Network (PMN) has chosen 10 of its member agencies to receive grants for a new education project. "Math for All" is a series of eight interactive telecasts that show parents of K-3rd grade children how to make math education part of the home environment. Research shows that when family members use math concepts in daily activities, children are more likely to succeed with math in school. Participating agencies include: KENW-TV, KRWG-TV, KNME-TV, Hawaii Public Television, Sacramento Educational Cable Consortium, Oregon Public Broadcasting, Phoenix-Talent Schools, KLVX-TV, and the Juneau School District.

For additional information, contact PMN, 1550 Park Avenue, Denver, CO 80218-1661, (303)837-8000.

NICKELODEON FORMS KIDS WORLD COUNCIL

Nickelodeon will hold a yearly meeting at Nickelodeon Studios in Orlando, Florida, for kids from around the United States to meet and discuss the issues that affect their lives. The mission of the Council meeting is threefold: (1) to share ideas; (2) to coordinate a plan of action that will persuade others to act and produce

measurable results; and (3) to influence adults to make necessary policy decisions.

For additional information about this outreach project, contact Martin von Ruden, Vice President, Publicity, Nickelodeon/Nick at Nite, 1515 Broadway, New York, NY 10036, (212)258-7736.

RED RIBBON WEEK

During Red Ribbon Week children wear red ribbons as a symbol of their commitment to live drug-free. The Bureau for At-Risk Youth announces publication of a pamphlet designed to help schools and community groups add energy, excitement and interest to their next Red Ribbon Week celebration. The free pamphlet presents over 50 ideas to help planner's. Write to The Bureau for At-Risk Children, 645 New York Avenue, Huntington, NY 11743 or call 1-800-99-YOUTH.

THE RYAN WHITE FOUNDATION

The Ryan White Foundation has educational materials available on Ryan White's experience with AIDS and on HIV/AIDS in general. If your school would like to secure these materials or have Jeanne White, mother of Ryan, speak to your students, please contact the Ryan White Foundation at (800)444-RYAN.

SQUASH IT

The Center for Health Communication is sponsoring the "Squash It!" Campaign to Prevent Youth Violence. "Squash It!" is a phrase used by inner-city youths to signal decisions to disengage from confrontations. The Campaign's goal is to use this phrase and accompanying hand gesture to promote a social norm that says it's cool and smart to walk away from potentially violent confrontation.

Fox Broadcasting's "South Central" was the first network series to incorporate the message. The first public service announcement was distributed by satellite to all local television stations on July 15, 1994 by the NAB. ABC, NBC, CBS and MTV have offered to help with the PSA. Fox Broadcasting is now using the PSAs as part of its "Under the Helmet" antiviolenence campaign. And President Clinton, in the March 26 *TV Guide*, urged the entertainment industry to get behind the "Squash It!" Campaign.

For more information write to the Center for Health Communications, Harvard School of Public Health, 677 Huntington Ave., Boston, MA 02115 or call 617-432-1038.

TALK ABOUT FREEDOM TEACHERS GUIDE

To spread the word about the right to speak out in the classroom call for your free copy of the "Talk About Freedom" teacher's guide. Available while supplies last. Call the Freedom Forum at 1-800-830-3773.

SECTION IX - RESEARCH

ADDITIONAL EDUCATIONAL BENEFITS OF CLOSED-CAPTIONING

The National Captioning Institute (NCI) issued a report based on a twelve-week study of 129 7th and 8th graders with Asian and Hispanic language backgrounds. The study showed that those students who watched closed-captioned (CC) television scored higher on various written tests than those who relied on television without captions. The report, "Using Captioned Television to Improve Reading Proficiency of Language Minority Students," is available from NCI with a curriculum guide that offers lesson plans for using captioned television in teaching ESL students.

To order a free copy of the report contact National Captioning Institute, 5203 Leesburg Pike, Falls Church, VA 22041, (703)998-2471, or for hearing-impaired persons, (800)321-8337.

AMERICAN ACADEMY OF PEDIATRICS: MEDIA VIOLENCE

The American Academy of Pediatrics' Committee on Communications has suggested voluntary remedies to curb the amount if TV violence children are exposed to. The Committee's recommendations include: parental advisories, a ratings system, late-night time slots for violent programming, strict enforcement of The Children's Television Act of 1990, and a one-day voluntary moratorium on violent programming each October during National Child Health Month. The Committee also urges parents to limit children's TV-watching to one or two hours and schools to continue teaching media literacy to children.

AMERICA'S CHILDREN & THE INFORMATION SUPERHIGHWAY: A BRIEFING BOOK AND NATIONAL ACTION AGENDA

Seeking better stewardship among adults of the interests of children, a new report from the Children's Partnership advises on how to make new technologies help, not harm, children in the Information Age. According to "America's Children and the Information Superhighway," action is needed now to assure during the "construction phase" to assure that poor and at-risk children are not left behind, and that market interests do not obscure the genuine educational values of new technologies.

The report outlines five "National Goals for Children and New Technologies" and a seven-step action plan to achieve these goals.

Based on nine months of interviews, consultation and information analysis, the 40 page report is available for \$8.50 for nonprofit organizations, \$15 for corporations, with 8.25 percent sales tax on purchase on California. Contact, the Children's Partnership/Tides Foundation, 1460 4th Street, Suite 306, Santa Monica, CA 90401, (310) 260-1220.

ASSESSING THE PUBLIC BROADCASTING NEEDS OF MINORITY AND DIVERSE AUDIENCES

This report is the result of a project undertaken with the Corporation for Public Broadcasting and The Aspen Institute to assess the needs and interests of ethnic minorities, recent immigration groups, adults lacking basic reading skills, and people who use English as a Second Language. The report is designed to determine programming that meets the needs of minority and diverse audiences at all mass communications media — public and commercial, radio, television, and cable. The Corporation will use this as a basis for its triennial report to Congress on the topic.

For additional information or to order a copy of the report, contact The Aspen Institute, 1755 Massachusetts Avenue NW, Suite 501, Washington, DC 20036, (202) 736-5800.

BARNEY & FRIENDS REPORT

Results of the first phase of a comprehensive study of the educational value of "Barney & Friends," the popular PBS series for preschoolers, have been announced by Jerome L. Singer, Ph.D. and Dorothy G. Singer Ed.D., Co-Directors of the Yale University Family Television Research and Consultation Center. After training an adult team to evaluate the content of thirty episodes from "Barney & Friends" first season, the Singers pronounced the series "...nearly a model of what a preschool program should be." Complete copies of the 50-page report (cost, \$7.00, payable to Yale University), or interviews with Jerome or Dorothy Singer on further research in this area are available by calling the Yale University Family Television Research and Consultation Center at (203)432-4565.

THE BASIC SCHOOL: A COMMUNITY FOR LEARNING

A new, comprehensive plan for elementary schooling that affirms hope and higher standards for the nation's young children is contained in this report released by The Carnegie Foundation for the Advancement of Teaching. The blueprint is offered by foundation president Ernest L. Boyer in "The Basic School: A Community for Learning" which emphasizes four key priorities: "The School as Community," "A Curriculum with Coherence," "A Climate for Learning," and "A Commitment to Character."

The study is based on extensive research including visits to elementary schools from coast to coast, national surveys of teachers and principals; an international survey of children, teachers and parents; a review of the relevant literature.

At the core of "The Basic School" is an integrated curriculum framework called "The Core Commonalities," which links traditional subjects, and other topics to be studied around eight human commonalities — the essential experiences that are shared by all people: The Life Cycle, The Use of Symbols, Response to the Aesthetic, Membership in Groups, A Sense of Time and Space,

Producing and Consuming, Connections to Nature and Living with Purpose.

The focus of The Basic School is not just on the performance of students, but on the performance of the school as well. The report focuses on arrangements for learning in the classroom and beyond, with resources for teaching and services for children. The resources The Basic School draws on "low-tech" — books, art supplies and links to the neighborhoods — and "high tech" — computers, videotapes and CD-ROMs. The report urges that every classroom, have a television set and videocassette player, at least one computer for every five children, with a capacity for CD-interactive disks, and a telephone for access to the electronic highway.

Copies of "The Basic School: A Community for Learning" are available for the introductory price of \$10.00, plus shipping from California Princeton Fulfillment Services, 1445 Lower Ferry Road, Ewing, NJ 08618; telephone 1-800-777-4762.

The Basic School: One Hand Taking Another video (introductory rate \$45.00) and The Basic Schools: A Conversation with Ernest Boyer audio (introductory rate \$10.00) are also available separately or with the report (introductory rate \$50.00) from California Princeton Fulfillment Services.

CPB SURVEY OF ITV USE IN SCHOOLS

The Corporation for Public Broadcasting conducted a survey that examined the current extent and frequency of use of instructional television (ITV) in the classrooms. The 1991 Study of School Uses of Television and Video reports universal access to television

and/or video use in schools, with 97.1% of teachers reporting some access, compared to 70% in 1982-83.

Copies of the report are available for \$3.00 from USA Fulfillment Inc., P.O. Box 1515, Church Hill, MD 21690. For additional information, contact Andrew Russell, Deputy Director, Policy Development and Planning, CPB, 901 East Street, NW, Washington, DC 20004, (202)879-9671.

CHILDREN AND TELEVISION VIOLENCE

"Children and Television Violence" by John P. Murray was published in the Spring 1995 "Kansas Journal of Law & Public Policy." The report examines the manner in which our society deals with the issue of television violence. Murray summarizes violence research, concerns and policy shifts in the area of children's TV from 1960 to the present. The report also considers how the nature of children's television can be changed and calls for action at three levels: the home, school and industry/government.

CROSSROADS ON THE INFORMATION HIGHWAY: CONVERGENCE AND DIVERSITY IN COMMUNICATIONS TECHNOLOGIES

The Institute for Information Studies' 1995 Annual Review, "Crossroads on the Information Highway: Convergence and Diversity in Communications Technologies is available. The report offers articles on convergence in the telecommunications, information and entertainment markets. Copies can be ordered for \$10.00 each from The Aspen Institute by calling Barbara Bimonte at (410) 820-5375.

THE GAO REPORT/ THE NATIONAL EDUCATION TECHNOLOGY FUNDING CORPORATION

The General Accounting Office (GAO) has released two reports on technology in America's schools. The first study, released February 1, 1995 noted that more than half of the nearly 80,000 schools surveyed reported that while they have computers and other technology, they do not have the advanced wiring or basic infrastructures to support the devices.

The second GAO report released April 4, 1995, concludes that more than half of our nation's public schools lack six or more of the technology elements necessary to reform the way teachers teach and students learn including: computers, printers, modems, cable TV laser disc players, VCRs and TVs. This report also finds that even more of our nation's schools do not have the education technology infrastructure necessary to support these important audio, video and data systems.

The report also confirms that the availability of education technology is directly correlated with community type, the percentage of minority students and the percentage of economically disadvantaged students.

In response to these findings, John Danforth, former U.S. Senator, Jim Murray, former President of Fannie Mae, and Dr. Mary Futrell, Former President of The National Education Association, have joined forces to create The National Education Technology Funding Corporation. This Corporation is a private, non-profit organization dedicated to improving our nation's technology infrastructure. The Corporation will aim to stimulate private investment in school technology and encourage states to sponsor information networks for public schools and libraries.

For more information on The National Education Technology Funding Corporation, contact Jim Murray at (202) 973-0600.

1994 NATIONAL EDUCATION GOALS REPORT

This report contains the most recent, reliable and comparable information of the progress of the nation and each of the states in meeting the Goals. This year, the Panel will issue a National Data Volume, a State Data Volume, and the Goals Report. The Goals Report highlights 16 core indicators around which policy makers and the general public can focus attention and activities. The report describes not only where we are, as a nation, in achieving the Goals, but where we should be and what actions or collaborations can and should occur at the federal, state and local levels of

government. All documents will be available free of charge from the Goals Panel office, (800)9-8-GOALS.

MEDIA LITERACY: A REPORT OF THE NATIONAL LEADERSHIP CONFERENCE ON MEDIA LITERACY

This Aspen Institute Communications and Society Program Forum Report addresses the problems of the media literacy movement in America and offers specific recommendations for future strategies.

For more information, contact The Aspen Institute, 1755 Massachusetts Ave., NW, Washington, DC 20036, (202)736-5818.

MEETING THE UNIQUE NEEDS OF MINORITIES WITH DISABILITIES

This report, issued by the National Council on Disability to the President of the United States, focuses specifically on the significant, unmet needs of minorities with disabilities. The report contains a summary of the proceedings of a conference on minorities with disabilities cosponsored by the National Council on Disability and Jackson State University, and a summary of a public hearing on how minorities with disabilities are faring under the Americans with Disabilities Act of 1990. The summaries include both findings and recommendations.

For more information on this report, contact National Council on Disability, 800 Independence Avenue, SW, Suite 808, Washington, DC 20591.

PRIX JEUNESSE RESEARCH

"Communications Technologies and the Family," the final publication of the research team under Professor Halloran is now available in English. TV Children - New Socialization Types? is a study conducted by the International Central Institute, Munich. In addition to the German version, a summary in English is available and may be obtained on request.

To order these research publications or for additional information, contact Prix Jeunesse International 1993, Organization Office, Bayerischer Rundfunk, Rundfunkplatz 1, D 8000 Munich 2, Germany.

QUALITATIVE AUDIENCE RESEARCH STUDY

The NAB and the Interep Radio Store cosponsored a qualitative research summit in New York that discussed and made recommendations about long-term audience research needs of broadcasters and advertisers.

For additional information, contact NAB, Research Department, 1771 N Street, NW, Washington, DC 20036.

READY TO LEARN: A MANDATE FOR THE NATION

The Carnegie Foundation for the Advancement of Teaching issued a report warning that as many as two million of the nation's children start school unprepared to learn and urges the country to spend more resources on health care and parent education. The report emphasizes the role of children's television in school readiness.

This publication is available for \$8.00 from California-Princeton Fulfillment Services, 1445 Lower Ferry Road, Ewing, NJ 08618, (609)883-1759.

SESAME STREET SURVEY

"Sesame Street," the 25-year old Children's Television Workshop production, is the subject of an assessment of how children, particularly in low-income households, spend their time and how TV shapes their educational development. The University of Kansas Center for Research on Influences of Television on Children (CRITC), headed by John Wright and Aletha Huston, launched a four year project that examines the "Use and Impact of Educational Television on Children: A Longitudinal Study."

For additional information, contact CRITC, Department of Human Development, University of Kansas, Lawrence, KS 66045, (913)864-4646.

SEX AND AMERICA'S TEENAGERS

The Alan Guttmacher Institute (AGI) has completed a new report entitled "Sex and America's Teenagers." The report includes the most up-to-date information about teenage sexual and reproductive behavior. With the support of The Charles Stewart Mott Foundation, AGI is able to distribute the report to educators who are on the front line helping teenagers cope with sexuality issues responsibility and become healthy, productive adults. "Sex and America's Teenagers" is also available at volume discounts. For price information, call Brian Byrd at 212-248-1111.

TEACHERS AND TECHNOLOGY

The Congressional Office of Technology Assessment (OTA) has released a report entitled "Teachers and Technology: Making the Connection." The study concludes that although TVs and VCRs, telephones and voice mail, computers and networking capabilities are essential tools of today's teaching trade, limited support to assist teachers to use new technologies presents a major barrier to effective use in schools. The study suggests that helping teachers use technology effectively may be the most important step

in assuring the maximum benefit from investments in educational technologies

The entire OTA report can be accessed via the Internet at <http://www.ota.gov>. Hardcopies of the report are available for \$19.00 each. To order call (202) 512-0132 and indicate stock number 052-003-01409. A free 8 page report summary is available by calling (202) 224-8996.

TEACHERS TEACHING WITH TELEVISION

Television in the classroom boosts learning, according to a nationwide study undertaken by the National Teacher Training Institute. More than 90 percent of teachers surveyed say their students learn more about science when television is an interactive component of the lessons. Three-quarters feel their students retain more science information when the visual images of television reinforce abstract concepts.

For more information, contact Thirteen *WNET, Peg Calandrin, (212)560-2915 or Texaco, Inc., Cynthia B. Boyd, (914)253-4743.

TECHNOLOGY OFFERS NEW WAYS TO BOOST LITERACY

In a new report on adult literacy, the Congress' Office of Technology Assessment (OTA) briefed lawmakers on the value of broadcast technologies. Distance learning, OTA said, can bring the best teachers from around the country to the most remote learners. Copies of the full report, cost \$16 and are available from the Superintendent of Documents, USGPO, S/N 052-003-01330-4, PO Box 371954, Pittsburgh, PA 15250-7954, (202)783-3238.

THE NEED FOR A NATIONAL LEARNING INFRASTRUCTURE

School leaders can consider how technology-mediated learning may enhance and drastically change the teaching process by reading "The Need for a National Learning Infrastructure" a report by Carol Twigg, Vice President of Educom, an organization focused on the use of technology in higher education. The report offers a new vision of a national learning infrastructure based on the Information Superhighway. The 18 page report is available without charge from Debbie Strauss at Educom, Suite 600, 1112 16th Street, NW, Washington, DC 20036, (202) 872-4200 (phone), nlii@educom.edu (e-mail).

UNITED STATES EDUCATION AND INFRASTRUCTURE THROUGH TELECOMMUNICATIONS (USE IT): DISTANCE LEARNING FOR ALL LEARNERS

This new report from the Council of Chief State School Officers contends that educators must support the development of telecommunications networks and use them in the classroom if

students are ever to achieve the national education goals.

The report contains 12 recommendations to guide the development of networking technologies for schools including: Cooperation among industry, distance-learning providers and regulatory agencies to insure that delivery systems are "compatible, interoperable and cost-effective;" regulatory policies that guarantee affordable rates for educational uses of telecommunications; and professional-development programs for teachers that incorporate effective telecommunications and provide technical training.

Individual copies of the report are \$20 each from the C.C.S.S.O.'s Publications Office, 1 Massachusetts Ave., NW, Suite 700, Washington, DC 20001, (202) 336-7016.

WGBH THE VIEWING LAB

The Viewing Lab conducts research on the tastes and television viewing habits of children preschool through preteen. For more information call 617-492-2777 ext 2720.

WHAT'S GOING ON

"What's Going On," a policy paper published by the Benton Foundation illustrated why not-for-profit organizations need to play an active role in the development of new telecommunications policy. A copy of the report is available from the Center for Strategic Communications and telecommunications Cooperative Network, by calling 1-800-967-IDEA.

VIOLENCE AND YOUTH: PSYCHOLOGY RESPONSE

This summary report by the American Psychological Association's Commission on Violence and Youth brings the findings of past and current research to bear on the national problem of violence involving youth. The report recommends a variety of interventions required for children who are victims of violence, or who live with the chronic presence of violence in their communities. Recommendations include: early childhood interventions; school-based interventions; heightened awareness of cultural diversity; limiting access to firearms by children and youth; reduction of youth involvement with alcohol and drugs; psychological health services for young perpetrators, victims, and witnesses of violence; education programs to reduce prejudice and hostility; efforts to strengthen the ability of police and community leaders to prevent mob violence; and efforts by psychologists acting as individuals and through professional organizations.

Copies of the report can be ordered from the American Psychological Association, Public Interest Initiatives, 750 First Street, NE, Washington, DC 20002-4242. The first copy of the publication is free, there is a \$4.00 charge per each additional copy.

SECTION X - SERVICES

ABC ADVISORY HOTLINE

The ABC Advisory Hotline is a national, toll-free 800 telephone number, which offers recorded information (updated twice weekly) concerning upcoming ABC programs carrying advisories. The information includes the title of the program, the airdate, and a brief summary of the program's content. The number of the ABC Advisory Hotline is (800)213-6ABC. During weeks when no programming on ABC's schedule requires advisories, the hotline will inform viewers of ABC programming specifically developed for children.

AGENCY FOR INSTRUCTIONAL TECHNOLOGY

AIT's Performance Support Service offers training and implementation workshops to users of their products. These workshops are designed to help teachers and facilitators maximize learning outcomes in applied academics and school-to-work transition programs. For more information, please contact: Janet Nace, AIT, Box A, Bloomington, IN 47402-0120, (800)457-4509.

BEYOND BLAME: CHALLENGING VIOLENCE IN THE MEDIA

The Center for Media Literacy has designed "Beyond Blame: Challenging Violence in the Media," an educational project on violence in the media. The multi-age program includes a comprehensive curriculum that extends from fourth grade through adult. The kit contains an in-depth orientation as well as an outline, handout masters and video segments for a 90 minute "town hall" presentation which can be organized at schools, church/synagogues or community centers.

For more information on price call 1-800-226-9494.

BIG SKY TELEGRAPH (BST)

BST is telecommunications network linking citizens and communities worldwide. BST offers free access and free online training to people of all ages, allowing access to distance learning opportunities, educational resources, community support services, economic development resources and global communications. Contact: Frank Odasz at (406)683-7870.

BLACK CONSORTIUM MEDIA CENTER

National Black Programming Consortium will open a multimedia video store in its hometown of Columbus, OH in the spring of 1995. The center will sell African-American videos and give young people experience with computers. The center will be located at 777 East Long Street.

BUREAU FOR AT-RISK YOUTH CATALOG

The Bureau For At-Risk Youth's free, 72-page, catalog offers over 750 award-winning and exclusive videos, publications, posters and prevention programs for educators, parents, counselors, and others who work with children.

For more information or to receive the free 72-page Buyer's Guide featuring these new products and hundreds of other resources, write to The Bureau For At-Risk Youth, 645 New York Avenue, Huntington, NY 11743 or call (800)99-YOUTH.

CABLE'S COMMITMENT TO EDUCATION

EDUCATION SHOWCASE is a 30-minute monthly program created to build awareness and utilization of Cable in the Classroom. It can be used as a cross-promotional tool on other networks, within existing local shows, and in community presentations. For more information, contact Lynn Price at (303)779-5659.

CAPTIONING PROJECT AT ROCHESTER INSTITUTE OF TECHNOLOGY

The Adapted Media Exchange Project of the National Technical Institute for the Deaf produces scripts for almost all series, movies made for television, specials, and pilots aired during primetime from 1976 to the present. The archive is available to researchers upon written application.

For further information, contact Sharon Black, Archive Librarian, Television Script Archive, Annenberg School Library, 3620 Walnut Street, Philadelphia, PA 19104-6220, (215) 898-7041.

CATALOGUE OF TRANSCRIPTS

Journal Graphics has published a booklet that contains all the transcripts they have available. Computer disks are made available free to libraries, listing all transcripts available. The computer disks are searchable by show, topic, guest, and key words.

For additional information, contact Journal Graphics, 1535 Grant Street, Denver, CO 80203, (303)831-9000.

CHILDREN'S MUSEUM OF MANHATTAN WORKSHOPS ON TV

The Children's Museum of Manhattan offers various TV workshops for children. The critical viewing workshops explain the fundamental elements of how television works, how a TV program is created, and includes hands-on demonstrations and discussions.

For additional information, contact The Children's Museum of Manhattan, The Tisch Building, 212 West 83rd Street, New York, NY 10024.

CLOSED-CAPTIONED TELEVISION

Closed-captioning (CC) is the dialogue of a television program printed on the television screen. Captioning was originally developed for hearing impaired viewers but can be used to teach English as a second language and motivate children to read. In order to view the captions a special device is needed - a TeleCaption decoder - which connects to any television set. For additional information on closed-captioning and services available, contact The Caption Center, 125 Western Avenue, Boston, MA 02134, (617)492-9225 (voice/TDD), or The National Captioning Institute, Inc., Dept. DM, 5203 Leesburg Pike, Suite 1500, Falls Church, VA 22041, (703)998-2400 (voice/TTY).

COMMUNITY ACTION TOOLKIT

A hands-on guide to add power and accelerate community efforts to achieve the National Education Goals. The Toolkit includes: a guide to Goals and Standards with an overview of the National Education Goals and the movement for standards-based reform; community Organizing Guide which details a step by step process to mobilize your community; a Local Goals Reporting Handbook with details of how to set up a local reporting process; a Guide to Getting Out Your Message which features guidance and sample materials to increase the effectiveness of media and grassroots communication; a Resource Directory with addresses of key education organizations and suggested readings; a series of camera-ready fact sheets; an audio tape with public service announcements; a computer disk version of all the print materials and case studies from communities that have met with success. The Community Action Toolkit is available for purchase through the US Government Printing Office, (800)-9-8-GOALS.

THE EDUCATION HOUR

The Education Hour broadcasts from the campus of Tufts University in Medford, MA. The show airs every Monday night from 7:00-8:00 pm on 91.5 FM, WMFO. All topics in education are addressed. For more information contact WMFO, PO Box 65, 490 Boston Avenue, Medford, MA 02153.

FCC E-MAIL ADDRESS

The FCC has announced a new e-mail address for anyone who wants to express their views on children's television to the FCC electronically: 93-48@fcc.gov

THE FAMILY LITERACY NETWORK

The Family Literacy Network is a centralized resource for information on issues affecting the field of family literacy. Sponsored by The National Conference of Family Literacy (NCFL), the Network will publish a new magazine titled "Window on the world of family literacy." The Family Literacy Network will begin in the summer of 1995 with the publication of the "Proceedings" of the National Conference of Family Literacy. Subscriptions are available

for \$37.00. For more information, call Janene Leonhirth, Publication Coordinator at (502) 584-1133, or write to the NCFL at Waterfront Plaza, Suite 200, Department W, 325 W. Main Street, Louisville, KY 40202-4251.

FREEDOM FROM VIOLENCE: TEACHER INSERVICE TRAINING

This four-part videotape staff development program for teachers, administrators, parents, and community leaders gives viewers the skills to help youth avoid violence. Expert practitioners demonstrate effective techniques that teachers can use in the classroom so that students can practice conflict resolution, recognize and avoid violent behavior, manage anger, stay out of gangs, and more.

To order or for additional information, contact Altschul Group Corporation, 1560 Sherman Avenue, Suite 100, Evanston, IL 60201, (708)328-6700.

GALAXY CLASSROOM

Hughes Aircraft Company will develop a series of educational TV programs and deliver them to elementary schools throughout the country via satellite. "The Galaxy Classroom" project is currently in its three-year pilot phase. The 37 participating pilot schools will receive a Hughes Personal Earth Station satellite dish, five 26" color TV monitors with VCRs, and will wire five classrooms for program reception. Operational service will begin in 1994, targeting rural and urban school districts where educational attainment is low, and dropout and teacher turnover rates are high. During the pilot phase, English-language arts and science programs will be emphasized. By 1994 instructional programming will include the following curriculum areas: mathematics, history and social science, visual and performing arts, and comprehensive health and foreign languages.

For additional information, contact Norman Avrech, President, Galaxy Classroom, Hughes Aircraft Company, Space and Communications Group, Bldg. S64, MS B481, P.O. Box 92919, Los Angeles, CA 90009, (310)568-7200.

GLOBAL QUESTIONS: EXPLORING WORLD MEDIA ISSUES

"Global Questions: Exploring World Media Issues" a new media literacy workshop kit from the Center for Media and Values, helps groups of all ages understand the impact and positive uses of new communication technologies on the "global village." The kit which includes guides and a 22-minute video is available for \$44.95, plus \$5 postage.

Order from Center for Media and Values, 1962 S. Shenandoah St., Los Angeles, CA 90034; (310)559-2944.

GRANTSNET

GrantsNet is a network-based tool for finding and exchanging information about The Department of Health and Human Services (HHS) and other government grant programs. It will provide an on-line information reference service accessible through the HHS gopher and web servers, and an interactive computer-managed mailing list service where users can subscribe to various lists, grouped according to a specific topic, and share information and dialogue with other members of the list.

Users will need Internet and gophering (or web) capability in order to access GrantsNet. To logon, set your host gopher to: gopher.os.dhhs.gov at Port 70. GrantsNet can be found under the menu "HHS Resources by Topic." Users can also use Veronica to search for the GrantsNet gopher site.

For web users, the HHS Home Page can be found at, <http://www.os.dhhs.gov>.

INFORMATION ON TV VIOLENCE ON THE INTERNET

A new World Wide Web site devoted to the topic of TV violence can be found at <http://www.ksu.edu/humec/tele.htm>

MEDIA DEMOCRACY IN ACTION (MEDIA)

NAMAC (The National Alliance for Media Arts and Culture) has created Media Democracy in Action (MeDIA), a national consortium representing independent, minority and community media service organizations and individuals. Its mission is to promote freedom of expression, and to advocate for equity and access in telecommunications and media arts policy. For more information on MeDIA contact NAMAC at (510) 451-2717 or by e-mail at namac@aol.com

MEDIA LITERACY ON-LINE PROJECT

The Media Literacy On-Line Project is a continuing research activity coordinated by Gary Ferrington at the University of Oregon's College of Education. The project's goal is to make on-line information available to educators, producers, students, parents, and others interested in the influence of electronic media on children, youth, and adults. This stop on the information highway has been designed to encourage exploration and to increase awareness and knowledge about media literacy. For more information e-mail Garywf@oregon.edu

MODERN TALKING PICTURE SERVICE INC.

This service offers a free-loan catalog of educational programming to librarians and media specialists in educational institutions. These videos are accessible to the hearing impaired library user. Each catalog includes alphabetical title listings with descriptions, running times, formats, and other pertinent data. An index of titles

arranged by subject categories is also included.

To receive the catalogs, contact Free-Loan Catalog, Modern Talking Picture Service, 5000 Park Street, N., Saint Petersburg, FL 33709, (813)541-7571 or (800)237-6213 (Voice/TDD).

NARRATIVE TELEVISION NETWORK

A variety of movies and talk entertainment programs are currently available to Nostalgia Channel affiliates and other independent cable systems. These programs allow visually impaired individuals to listen to a narrator explain the visual actions in each scene. For additional information, contact Narrative Television Network, 5840 South Memorial Drive, Suite 312, Tulsa, OK 74145.

NATIONAL DATA RESOURCE CENTER

The National Data Resource Center (NDRC) was established by the U.S. Department of Education's national Center for Education Statistics to broaden access to data and information from studied and surveys that NCES maintains. Teachers, researchers, policy makers and others who need access to the most current data collected from major education studied can contact NDRC at (703) 820-7465 for more information on how to use this service.

NATIONAL DISTANCE LEARNING CENTER

The National Distance Learning Center's database now lists 16,00 programs from 160 providers. The database lists programs according to category: K-12 levels, post-secondary courses, post-secondary degree work and continuing education/professional training programs. In addition the NDLC lists supplemental materials for K-12. Each listing includes contact information, subject, audience, media, provider and publication date. To access on Internet, telnet to NDLC.OCC.UKY.EDU. To access by modem (up to 14.4 baud), dial (502) 686-4555. Contact NDLC, Owensboro Community College, 4800 New Hartford Road, Owensboro, KY 42303-9990, (502) 686-4556.

NATIONAL TEACHER TRAINING INSTITUTE BROADENS INITIATIVES

In a move that will give thousands of kindergarten through grade 12 teachers tools to improve learning for millions of the nation's students, the National Teacher Training Institute for Math, Science and Technology (NTTI) is extending its reach from 19 to 26 nationwide training sites — including the District of Columbia — and launching a new series of video and print training materials during the 1994-95 school year. A partnership of PBS flagship station Thirteen/WNET in New York, Texaco Inc., the Corporation for Public Broadcasting (CPB) and public television stations throughout the country, the Institute provides teachers with hands-on methods for incorporating television and emerging technologies into math and science lessons. The Institute is one of the nation's

largest grassroots teacher training projects. For further information call Thirteen /WNET: Kathryn Perry at (212)560-3026.

NEBRASKA ETV LAUNCHES NEW TRAINING CENTER

Nebraska ETV Network in Lincoln, NE, recently launched the Nebraska International Telecommunications Training Center at the University of Nebraska. The center will offer a broad range of practical training experiences for foreign public broadcasting professionals.

For additional information, contact Kentucky ETV, P.O. Box 83111, Lincoln, NE 68501, (402)472-1785.

PROGRAM FOR ART ON FILM

The Program for Art on Film (a joint venture of The Metropolitan Museum of Art, New York, and the J. Paul Getty Trust, Los Angeles) has compiled an extensive critical inventory of international film and video productions on the visual arts, including over 17,000 listings on such topics as fine arts, architecture, archaeology, photography, decorative arts, design, costume, crafts, folk arts, esthetics, and creativity. Now organizations can access this information resource which brings together references to films and videos about art produced in 71 different countries. More than just a list of titles, each database record includes a synopsis, subject indexing, production credits, artists' names, distribution sources, and more.

For further information, contact Program for Art on Film, 980 Madison Avenue, New York, NY 10021, (212)988-4876.

PBS ADULT LEARNING SERVICE (ALS)

ALS increases distance learning opportunities for adult learners across the country by delivering, through PBS member stations, quality college-level telecourses, live interactive videoconferences, and resource programming. Over two million students have earned college credit through ALS-distributed telecourses since the service began in 1981. ALS now offers over 60 telecourses from a variety of academic disciplines, and maintains an enrollment of over 300,000 students annually at nearly 2,000 colleges and universities. In 1988, ALS expanded its service by establishing the Adult Learning Satellite Service (ALSS) which delivers, via satellite, a broad range of quality educational programming directly to colleges, universities, businesses, hospitals, etc. ALS also provides business education and training programming through The Business Channel, a specialized strand of the ALSS. For more information contact your local public television station or call (800)257-2578.

PBS K-12 LEARNING SERVICES

These services support the effective use of educational television and related technologies in grades K-12. Its goal is to

help position public television stations as the preferred providers of educational telecommunications programming and services nationwide. PBS K-12 Learning Service activities include: increasing the flexible use of PBS primetime and children's programming by seeking liberal educational off-air record rights, and encouraging appropriate classroom use; distributing top-quality curriculum-based instructional television programming and teacher materials; publishing the monthly PBS Learning Services Newsletter and The Learning File three times per year. K-12 Learning Services also convenes national leaders from education organizations and public television, plus representatives from the PBS Board of Directors, to form the Learning Services Committee, a national advisory group that guides the evolution of PBS's educational services and evaluates their overall effectiveness. For more information contact your local public television station or call (703)739-5402.

PBS MATHLINE

An educational telecommunications service of public television providing quality resources and services to schools dedicated to reaching National Education Goal #4, that by the year 2000, students will be first in the world in mathematics achievement. The first initiative of PBS MATHLINE is The Middle School Math Project (MSMP), a yearlong professional development opportunity for the 1994-95 school year provided by public television stations for teachers of middle school mathematics (grades 5-8). MSMP participants will have access to 25 video modules of classroom teachers modeling standards-based instruction, membership in an online learning community of 20-30 teacher participants with a mentor educator, and opportunities to interact with video instructors and online professional teaching, curriculum, and assessment standards developed by the National Council of Teachers of mathematics (NCTM) and endorsed by the National Education Goals Panel. For more information, contact your local public television station or call (703)739-5071.

PBS LEARNING LINK

This service of PBS ONLINE, is an online information and communications network providing K-12 classrooms convenient access to educational materials related to public television programming, as well as connections to other classrooms worldwide via Internet mail exchange. PBS Learning Link works in partnership with public television stations to customize its online content to meet the education needs of local communities. With a computer and modem, classrooms can tap into an abundance of educational materials covering areas such as Science, Space Exploration, Current Events, the Arts, and the Environment. Many subjects contain lesson plans complete with ready-to-go worksheets. Teachers need only download the materials, then duplicate and distribute them to their students. For more information, contact your local public television station or call (703)739-8464.

PBS ONLINE

PBS ONLINE is an evolving nationwide electronic information and communications network on which public television stations will deliver a wide variety of learning services and resources tied to public television programming. Its primary goal is to provide convenient access to these materials, and to help individuals and organizations work together more productively. Through PBS ONLINE, stations can supply subscribers with educational materials, programming information, program transcripts, and other relevant materials. Additional online resources provide access to electronic messaging (including Internet mail exchange with millions of users worldwide), bulletin boards, and discussion groups. Expansion plans for PBS ONLINE will emphasize multimedia programming information combining video, text, graphics, photographs, and sound. With these services, PBS ONLINE can promote communications between all segments of society while enhancing the informative nature of public television in general. For more information, contact your local public television station or call (703)739-8464.

READING IS FOR EVERYONE - SERVICE FOR HANDICAPPED

The National Library Service for the Blind and Physically Handicapped of the Library of Congress publishes books and magazines in braille and in recorded form on discs and cassettes for readers who cannot hold, handle, or see well enough to read conventional print because of a visual or physical handicap. Through a national network of state and local libraries, the materials are loaned free to eligible readers in the United States and to US citizens living abroad.

For further information and an application, contact The National Library Service for the Blind and Physically Handicapped, The Library of Congress, Washington, DC 20542, (202)707-5100.

THE "ON TELEVISION" PROJECT AT RUTGERS UNIVERSITY

Recognizing the influence of TV upon young people in particular and responding to the need for public education about the significance of TV's images and impacts, Rutgers University, in association with On Television, Ltd., has established a Media Education Laboratory on the Newark Campus within the Department of Visual and Performing Arts in the college of Arts and Sciences. Through the Laboratory, Rutgers, the State University of New Jersey, and On Television, Ltd., an independent, not-for-profit organization, are developing a video-based core curriculum for media education.

STRATEGIES FOR MEDIA LITERACY WEB PAGES

Strategies for Media Literacy has created a home page on the World Wide Web in partnership with KQED-TV, the PBS station in

San Francisco. The Web pages include resources and information about media education for parents and teachers, as well as a number of articles. The pages are linked to the Media Literacy Gopher and Web Site at the University of Oregon and also to the rest of the KQED Web Site. One of the pages lists media education organizations. As more organizations create Web pages, links to these pages will be created.

Bookmark the site at: <http://www.kqed.org?Cell/ml/home.html>

TI-IN NETWORK

TI-IN Network is an instructional television network broadcasting live via satellite to hundreds of schools and thousands of students nationwide. TI-IN provides live, interactive, and accredited high school, middle school, and elementary school courses. In addition, TI-IN provides programming in the area of Staff Development, Student Enrichment, and test review for the ACT and SAT.

For more information, call (800)333-8446 or write: TI-IN Network, 1303 Marsh Lane, Carrollton, TX 75006.

US DEPARTMENT OF EDUCATION/OFFICE OF EDUCATIONAL RESEARCH AND IMPROVEMENT

(OERI) has established a Technology Resource Center located in the Department's Research Library. The Center demonstrates how technology is used to further education at all levels and in a variety of disciplines. Over 400 hundred computer programs, CD-ROM, CD I, and videodisks are available for viewing. The Center does not loan equipment or software and is structured for local visits. The Center does not evaluate hardware or software. Presentations are available to professional educators individually or in small groups. Appointments are requested.

For further information, contact Sheldon Fisher, Technology Resources Center, 80 F Street NW, Washington, DC 20208-5725, Mailing Address: 555 New Jersey Avenue, NW, Washington, DC, 20208, Phone (202)219-1699.

WGBH DESCRIPTIVE VIDEO SERVICE FOR VISUALLY IMPAIRED

Descriptive Video Service (DVS), developed by WGBH/Boston with major funding from CPB, helps bring public television programs to life for the visually impaired by inserting narrated explanations of the key visual elements of a television program - character movement, body language, settings, and scene changes - into pauses in dialogue. DVS operates through a separate audio program channel that is a standard feature on stereo television sets and videocassette recorders.

For more information, contact Jeanne Hopkins, WGBH Press Relations, 125 Western Avenue, Boston, MA 02134, (617)492-2777, ext. 4363.

WEATHER WATCHERS

National weather and disaster information will be available instantaneously to the public and state emergency authorities nationwide via public television. A new joint project by PBS, the National Oceanic and Atmospheric Administration (NOAA), National Weather Service, and The U.S. Navy's China Lake Naval Air Warfare Center, will provide transmission of weather data and emergency environmental warnings nationwide via PBS's new satellite, Telstar 401.

For a one-time cost of less than \$150 for software and a special data adapter, anyone with a home computer will soon be able to access local and regional weather information in every state, plus weather graphics, satellite images and advisories of hazardous conditions.

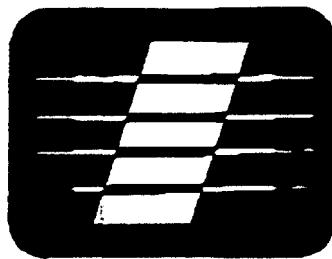
WORLD WIDE WEB SITES

PBS - PBS has program schedules, searchable by topic, classroom activities, telecourse information, links to home pages for national programs (like frontline) and local stations: <http://www.pbs.org>

NPR - NPR has program information, audio clips, job offerings and Bob Mondello movie reviews: <http://www.cpb.org>

FCC - The FCC site contains notices, the Daily Digest and Word Perfect versions of forms available for downloading: <http://www.fcc.gov>

THOMAS - THOMAS, operated by the Library of Congress, provides the full text of bills and the Congressional Record, plus links to other federal resources: <http://thomas.loc.gov>



STATEMENT OF

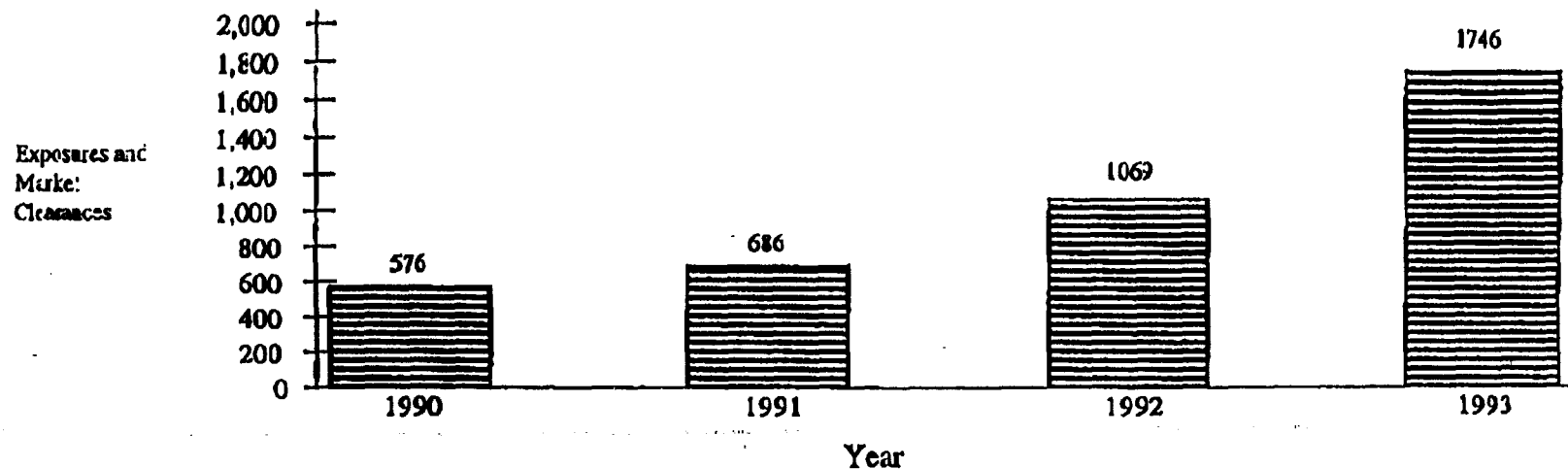
**PETER WALKER
VICE PRESIDENT & GENERAL MANAGER
WGN-TV, CHICAGO**

**BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION**

**EN BANC HEARING ON CHILDREN'S TELEVISION PROGRAMMING
MM DOCKET NO. 93-48**

JUNE 28, 1994

Syndicated Children's Educational and Informational Programs



Captain Planet
National Geo Special
National Geographic Assignment
Peppermint Place
Quiz Kids Challenge
WIDGET
Young Peoples Specials
Romper Room

Captain Planet
Captain Planet (repeat)
Kid's Club
Not Just News
Peppermint Place
Romper Room
Scratch
Wide World Kids
WIDGET
Young People's Specials
National Geographic

Beckman's World
Captain Planet
Children's Room
Fable Tale Theatre
National Geographic Special
Not Just News
Peppermint Place
Real News Kids
Romper Room
Scratch
Jacques Cousteau
WIDGET
Young Peoples Specials
Zoo Life

Adventures in
Wonderland
Best of National
Geographic
Bill Nye Science Guy
Captain Planet
The Children's Room
Energy Express
Hallow Spencer
Nick News
Not Just News
National Geographic
New Adventures of
Captain Planet
Peppermint Place
Real News for Kids
Romper Room
and Friends
Scratch
WIDGET
What's Up Network
Young Peoples
Specials
Jack Hannah's
Animal Adventures

EXHIBIT A

**Educational and Informational Children's
Television Programming
New Perspectives From the Educational Community**

**Do not confine your children to your own learning,
for they were born in another time.**

Hebrew Proverb

**Lynn O'Brien, Ph.D.
Educational Consultant
National Association of Broadcasters
August 4, 1995**

Abstract

The terms *educational and informational* as they apply to The Children's Television Act are broad and flexible. The definition needs to be understood and augmented in the context of brain-based research that explains *how children learn*. This paper examines research from current literature, and the responses from six focus groups composed of educators, and children, ages 6 to 16. Results yield unanimous support for a more broad-based interpretation of what constitutes *educational and informational*. Indeed, John Goodlad (1989), in his landmark study said, "Television teaches all the time, even when it informs or entertains." When children were asked to rank specific programs (taken from Nielsen) on a continuum from *educational* to *entertainment*, the overriding consensus and choice was to place shows in the middle; children learn incidentally and many things qualify as learning. From the perspective of brain research, children learn a great deal from television because it satisfies and stimulates their need for fun, humor, relaxation, creativity, curiosity and their innate search for meaning and problem solving. At a more fundamental level, television is brain compatible because it is multisensory, and stimulating. Thus, far more programming than either broadcasters or the FCC claim is *educational and informational* for children exists from the perspectives of academics and researchers.

The pervasive influence of television in contemporary life and its ability to captivate audiences generates special concern for its influence on children. There has been a great deal of research that emphasizes the complexity of the television experience and the interactions between child, program, technical, familial, experiential, motivational and contextual variables. These complexities are matched by controversial efforts in providing definition to what constitutes appropriate programs for children.

In revisiting the portion of the Children's Television Act that addresses *educational and informational* programming, this paper will explore and discuss two major points:

- Define and qualify the terms *educational and informational*
- Update, from the perspective of brain-based research, the concept of *learning*... the fundamental concept underlying the terms *educational and informational*. These points will be anchored to comments derived from focus group research.

Each of these areas contain references from the literature, as well as specific citations from six different focus groups, which were conducted for the purpose of this paper.

Statement of the Problem

Historically, society has grappled with defining the effects and influences of specific types of media content on children. For example, according to Plato's *Republic*, concerns